

<i>SERFF Tracking Number:</i>	<i>MUTM-126544150</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45205</i>
<i>Company Tracking Number:</i>	<i>JAMIE LUCY</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - GL580_0110</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/GL580_0110</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126544150 State: Arkansas
GL580_0110

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45205

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: JAMIE LUCY

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Jamie Lucy

Disposition Date: 03/31/2010

Date Submitted: 03/18/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: GL580_0110

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/31/2010

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/31/2010

Created By: Jamie Lucy

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Jamie Lucy

Filing Description:

NAIC# 261-69868

FEIN# 47-0322111

United of Omaha Life Insurance Company

Long-Term Care Advertising

GL580_0110

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

This advertisement is a prospecting marketing piece that will be sent to a business owner/employer of a

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company/business to see if they are interested in adding our Long-Term Care insurance to their benefit package. The Long-Term Care product that will be offered to their employees is an individual product and not a group product.

We request that any information in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

jl

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

<i>SERFF Tracking Number:</i>	<i>MUTM-126544150</i>	<i>State:</i>	<i>Arkansas</i>
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Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	No
Fee Explanation:	
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	03/18/2010	34993060

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/31/2010	03/31/2010

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Disposition

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Prospecting Letter		Yes

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Form Schedule

Lead Form Number: GL580_0110

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	GL580_0110	Advertising	Prospecting Letter	Initial		0.000	GL580_0110.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

Long-term care insurance can help you stay in your own home longer, so you can keep living life your way

When the need for long-term care arises, initial care often can be provided at home with help from family and friends. But even informal care can involve extra expenses. Now, you can choose a long-term care insurance policy from United of Omaha Life Insurance Company, a Mutual of Omaha company, which provides cash benefits that can be used to help cover *any type of expense* when you need long-term care. And, the cash benefits are based on your very first day of qualified need.

Whether you need care in your own home or services in an assisted living facility or nursing home, you can choose a policy that provides benefits to help pay for this care. And you can request the type of payments you prefer – traditional reimbursement of expenses to your health care provider or monthly cash benefits. Simply put, the policy you choose can help give you freedom to keep living life the way you want...receiving the care that's best for you.

The need for long-term care can happen at any age. I hope you'll allow me to show you how our policies can help keep you in control of your care options. Please call or e-mail me soon. I'll be happy to review your long-term care insurance needs at no cost or obligation.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Some people mistakenly believe long-term care insurance is too expensive. Many of our customers tell us it turned out to be more affordable than they thought. Be sure to ask me about a variety of options that could significantly lower your cost.

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, a Mutual of Omaha company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09U, LTC09U-AG (or state equivalent).). In ID: LTC09U-ID, LTC09U-AG-ID, In NY: LTC09U-NY, LTC09U-AG-NY, In OK: LTC09U-OK, LTC09U-AG-OK, In OR: LTC09U-OR, LTC09U-AG-OR, In PA: LTC09U-PA, LTC09U-AG-PA, In WA: LTC09U-WA, LTC09U-AG-WA. This policy has exceptions, limitations and reductions. This is a solicitation of insurance. An insurance agent may contact you by telephone to provide additional information.



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL OF OMAHA COMPANY